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Listing of the Claims:

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Claims 1-20 (CANCELLED)

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Claim 21. (PREVIOUSLY AMENDED) A method for transmitting advertising, comprising:

- (a) receiving tracking information based on a tracking identifier when an electronic storage medium is accessed by a computer;
- (b) determining, as a function of the received tracking information, as a function of a retailer that sold the electronic storage medium, and as a function of a user's internet browser experience, an appropriate advertisement to transmit to the user; and
- (c) transmitting the appropriate advertisement to the user.

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Claims 22-46 (CANCELLED)

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Claim 47. (NEW) A method for providing selective access to data on an electronic storage medium comprising:

providing said data for storage on said electronic storage medium;
requesting that an identifier be incorporated on said electronic storage medium in conjunction with said data;
wherein said identifier identifies a specific instance of said electronic storage medium;

wherein said identifier is read when said electronic storage medium is inserted into a device and said identifier is verified at a separate database;

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wherein access to said data is precluded upon unsuccessful verification of
said identifier.

Claim 48. (NEW) The method as recited in claim 47, wherein said
electronic storage medium is an optical disc.

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Claim 49. (NEW) The method as recited in claim 48, wherein said
identifier is stored on a burst cut area (BCA) of said optical disc.

Claim 50. (NEW) The method as recited in claim 47, wherein said steps
of providing and requesting are directed toward an optical disc replicator.

Claim 51. (NEW) The method as recited in claim 47, wherein said steps
of providing and requesting are performed by a content provider.

Claim 52. (NEW) The method of claim 47 wherein said data comprises
multimedia data.

Claim 53. (NEW) A system for providing selective access to data on an
electronic storage medium comprising:

a receiver for incorporating an identifier on said electronic storage
medium;

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a source for providing data to said receiver, wherein said data and said identifier are stored on said electronic storage medium;
wherein said identifier identifies a specific instance of said electronic storage medium and is read when said electronic storage medium is inserted into a device;
wherein said identifier is verified in a separate database and wherein access to said data is precluded upon unsuccessful verification of said identifier.

Claim 54. (NEW) The system as recited in claim 53, wherein said electronic storage medium is an optical disc.

Claim 55. (NEW) The system as recited in claim 54, wherein said identifier is stored on a burst cut area (BCA) of said optical disc.

Claim 56. (NEW) The system as recited in claim 53, wherein said receiver is an optical disc replicator.

Claim 57. (NEW) The system as recited in claim 53, wherein said source is a content provider.

Claim 58. (NEW) The system of claim 53 wherein said data comprises multimedia data.

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Claim 59. (NEW) A method for providing selective access to data on an electronic storage medium comprising:

receiving data from a source for storage in said electronic storage medium;

incorporating an identifier on said electronic storage medium along with said data;

wherein said identifier identifies a specific instance of said electronic storage medium and is read upon insertion into a device;

wherein said identifier is verified at a separate database and access to said data is precluded upon unsuccessful verification of said identifier.

Claim 60. (NEW) The method as recited in claim 59, wherein said electronic storage medium is an optical disc.

Claim 61. (NEW) The method as recited in claim 60, wherein said identifier is stored on a burst cut area (BCA) of said optical disc.

Claim 62. (NEW) The method as recited in claim 59, wherein said source is a content provider.

Claim 63. (NEW) The method as recited in claim 59, wherein said steps of receiving and incorporating are performed by an optical disc replicator.

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Claim 64. (NEW) The method of claim 59 wherein said data comprises multimedia data.

Claim 65. (NEW) A system for providing selective access to data on an electronic storage medium comprising:

 a source for providing data;
 a receiver for receiving said data from said source for storage in an electronic storage medium, said receiver producing said electronic storage medium having an identifier incorporated thereon in conjunction with said data;
 wherein said identifier is capable of being read upon insertion into a device and verified at a separate database;

 wherein access to said data is precluded upon unsuccessful verification of said identifier.

Claim 66. (NEW) The system as recited in claim 65, wherein said electronic storage medium is an optical disc.

Claim 67. (NEW) The system as recited in claim 66, wherein said identifier is stored on a burst cut area of said optical disc.

Claim 68. (NEW) The system as recited in claim 65, wherein said source is a content provider.

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Claim 69. (NEW) The system as recited in claim 65, wherein said receiver is an optical disc replicator.

Claim 70. (NEW) The system of claim 65 wherein said data comprises multimedia data.

Claim 71. (NEW) A method for providing selective access to data on an electronic storage medium comprising:

receiving at a server computer identifier information read from said electronic storage medium, wherein said identifier information identifies a specific instance of said electronic storage medium;

verifying said identifier information using a database; and
transmitting an authorization key upon successful verification of said identifier information.

Claim 72. (NEW) The method as recited in claim 71, wherein the electronic storage medium is an optical disc.

Claim 73. (NEW) The method as recited in claim 72, wherein the identifier information is stored on a burst cut area (BCA) of the optical disc.

Claim 74. (NEW) The method as recited in claim 71, wherein the identifier information is updated and stored in a BCA database.

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Claim 75. (NEW) The method as recited in claim 74 further comprising broadcasting one of the identifier information and the updated identifier information.

Claim 76. (NEW) The method as recited in claim 71 further comprising utilizing the identifier information to direct one of an e-commerce transaction and a "buy me" button to a retailer.

Claim 77. (NEW) The method as recited in claim 71 further comprising providing a logic to control access to a web site, the logic being based on the identifier information stored on the BCA.

Claim 78. (NEW) The method as recited in claim 71 wherein the logic redirects a consumer to a storefront of a retailer.

Claim 79. (NEW) A method comprising:
tracking information of a consumer using a burst cut area identifier stored on a storage medium;
providing the tracked information to an advertiser; and
selecting discount based on the tracked information to send out to the consumer.

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Claim 80. (NEW) The method as recited in claim 79 wherein the tracked information is information on a track disc abnormality or defect of the storage medium.

Claim 81. (NEW) The method as recited in claim 79 wherein the storage medium is an optical disc.